



Says

What have we heard them say?  
What can we imagine them saying?

The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself

Marketing is a term that covers a whole gamut of activities aiming to make people aware of your products and services and persuade them to buy the same.

Marketing refers to activities a company undertakes to promote the buying or selling of a product or service



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Marketing focuses on need and wants of customers. All the activities in the market are carried out with the motive of satisfying needs and wants of customers.

Marketing is the process of getting people interested in your company's product or service. This happens through market research, analysis, and understanding your ideal customer's interests.

The importance of marketing for your business is that it makes the customers aware of your products or services, engages them, and helps them make the buying decision.



Marketing

Good marketing helps you gain data and metrics to learn more about your target audience(s), so you can be more targeted in your strategy and advertising.

It's not just about attracting new customers either. While the common misconception is that marketing is all about targeting new customers, a well-designed marketing strategy will also encourage more sales from your existing and past customers.

Your business reputation is very important. As you market online and through advertising, being transparent, engaging with customers and using smart tactics will enhance your reputation positively.

Marketing is one of the most creative industries there is, calling for a constant array of new ideas and innovative ways of doing things.

It's Creative and Challenging  
And because marketing is always evolving and changing, it's a field that always delivers new challenges and offers ample opportunities to learn and grow as a professional.

Creating a Market  
Opportunity for Sales to generate business



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?